

NOMINATION FOR AWARD		
AWARD Director's Excellence Award for Community Relations	CATEGORY (If Applicable) Unit	AWARD PERIOD Jan 2001-Dec 2001
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Aeronautical Systems Center	SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 785-3334, Cmc1 937/255-3334	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE ASC/PA, 1865 Fourth St., Rm 240, Wright-Patterson AFB OH 45433-7129		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Lieutenant General Richard V. Reynolds, DSN: 785-5714, Cmc1 937/255-5714 richard.reynolds@wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness of Program</p> <ul style="list-style-type: none"> - Reconnecting today's military with the American public; critical today in light of a new world view - Wright-Patterson AFB leads with an outstanding example of regional cooperation and a benchmark for other military bases; was actively involved with 37 Miami Valley communities, 24 chambers of commerce in 10 counties and economic development groups; effective area of 1.2 million people -- Seven Wright-Patterson senior leaders bolstered Wright-Patterson image among key Miami Valley business and industrial communities by serving as DoD ambassadors on local chamber boards -- Senior leaders fostered productive relationships by serving as liaisons on the Dayton Business Committee, Miami Valley Economic Development Coalition, US International Air and Trade Show -- Huge dividends paid by 1,000-member Miami Valley Military Affairs Association, the nation's largest such coalition, through continual dialogue and amity among base and community leaders -- Scored big with popular joint welfare-building events; the Get-Acquainted Reception, POW/MIA ceremony and golf tournament; outstanding increase in senior leader and community participation <p>Research and Planning</p> <ul style="list-style-type: none"> - Vigorous planning and management of a community outreach program helped ASC achieve strategic plan goals and answered commander's call to support AETC "We are all Recruiters" program - Studied trends that revealed low acceptance rates to speaking requests: revamped speakers bureau to more actively engage military/civilian leaders to spread AF story in local and regional communities -- Enhanced AF awareness by targeting audiences for 80 senior leaders; 120 non-choir talks given to universities, chambers, hospitals, leadership academies, professional societies and service clubs (Rotary, Lions, Optimists, Kiwanis) in the Miami Valley, Springfield, Columbus and Cincinnati -- Planned 34 speaking opportunities for members of the Base Speaker's Bureau addressing students in area elementary, middle and high schools; opportunities contributed to recruiting/retention efforts -- Incorporated Center mission messages into program planning and speeches delivered by senior officers at base-community events; enabled base to speak with one voice and publicize top issues -- Conducted surveys of base tour stops; identified problems, consolidated tours and schedules, and developed guidelines and procedures for max exposure and to ease customer planning/satisfaction -- Created a working command matrix that maps base-community partnering opportunities, and the vehicles/resources to exploit them; ensured Wright-Patt's continued influence in the Miami Valley <p>Program Execution and Evaluation</p> <ul style="list-style-type: none"> - In aftermath of 11 Sept terrorist attack, CC led Town Hall meeting for area business leaders & elected officials to discuss base support of Operation Enduring Freedom and address community safety concerns; resulted in cooperation, improved communications and contributed to over all stability - Executed ASC commander's joint civic leader tour with the 445th AW to Eglin and MacDill Air Force Bases and Hurlburt Field; community leaders learned firsthand the value of joint force efforts - Planned activities, fostered goodwill in community: major commanders participated in Fairborn 4th of July parade, Kettering Holiday at Home Parade, and Memorial, Labor and Veteran's Day activities - Hosted civic leader groups from Seattle and Cincinnati; local community invited to dine with groups - Kudos from VIP community touring groups: Ohio Department of Development leaders, state legislators, Leadership Dayton, Leadership Miami Valley, Greene County Leadership, area chambers <p>Innovativeness of Program</p> <ul style="list-style-type: none"> - Advanced elected official/congressional and community partnering by conducting two semi-annual Town Halls; resulted in development of common expectations with base and community leadership - Studied highly-demanded base tour program for efficiency and repetition; streamlined all tour requests to a single contact (ASC/PA); established base-wide guidelines; publicized procedures on PA webpage -- Plans to augment our professional, knowledgeable tour guides and briefers with motivated retirees - Spearheaded successful community reception for new ASC commander and other new senior leaders 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

Aeronautical Systems Center

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*

SIGNIFICANT CONTRIBUTORS:

Karen Katzenbach

Kimberly Turner

Patricia Tilton

Lt Col Edward Worley